

Request for Proposals

Part A^{*}



Department of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY Relay: 711

Advertised Date: September 1, 2005

RFP Title: Web Content Management

RFP Number: 05-104KAH

Due Date: September 22, 2005 - 2:00 P.M.

Buyer: Kathleen Hilliard, kathleen.hilliard@metrokc.gov, 206-263-4274

Pre-proposal Conference:

A conference to discuss questions related to this RFP shall be held at the City of Seattle, Seattle Municipal Tower, 23rd Floor, 700 5th Avenue, Seattle, WA. 98104, Olympic Conference room, on September 9th, 2005 at (10:30 a. m.)

To call into the Pre-proposal Conference via telephone, call (206) 205-1111.

If you have problems connecting to the conference bridge, call 206-296-0600 for assistance.

Proposals are hereby solicited and will **ONLY** be received by:

King County Procurement Services Section
Exchange Building, 8th Floor
M/S EXE-ES-0871
821 Second Avenue
Seattle, WA 98104-1598

Office Hours: 8:00 a.m. - 5:00 p.m.
Monday - Friday

Note: This RFP consists of Two Parts:

* **Part A – Instructions and Information about the RFP Process**

Part B – The Contract King County intends to enter with the selected Proposer.

This Request for Proposal will be provided in alternative formats such as Braille, large print, audio cassette or computer disk for individuals with disabilities upon request.

SUBMITTERS SHALL COMPLETE AND SIGN THE FORM BELOW (TYPE OR PRINT)

Company Name		
Address		City/State/Zip Code
Signature	Authorized Representative / Title	
E-mail	Phone	Fax

This Request for Proposal will be provided in alternative formats such as Braille, large print, audio cassette or computer disk for individuals with disabilities upon request.

RFP Part A - TABLE OF CONTENTS

1 SECTION	PROPOSAL PREPARATION	5
1.1	Introduction	5
1.2	Proposal Submission	5
1.3	Proposal Signature	5
1.4	Addenda	5
1.5	Interpretation of Proposal and Contract Documents	6
1.6	Schedule	6
1.7	Inquiries	6
1.8	Preproposal Conference	6
1.9	Examination of Proposal and Contract Documents	7
1.10	Cost of Proposals	7
1.11	Modification or Withdrawal of Proposals Prior to Proposal Due Date	7
1.12	Error and Administrative Corrections	7
1.13	Compliance with RFP Terms, Attachments and Addenda	7
1.14	Proposal Content Requirements	8
1.15	Forms Required before Contract Signing	8
1.16	Collusion	9
1.17	Proposal Price and Effective Date	9
1.18	Procedure When Only One Proposal Is Received	9
1.19	Protest Procedures	10
1.20	Supported Employment Program	11
1.21	Compliance With Section 504 Of The Rehabilitation Act Of 1973	11
2 SECTION	PROPOSAL EVALUATION AND CONTRACT AWARD.....	12
2.1	General	12
2.2	Proposal Evaluation	12
2.3	Evaluation of Responsiveness and Responsibility	12
2.4	Evaluation Criteria	13
2.5	Proposal Scoring	14
	Refer to Exhibit "A"	14
2.6	Competitive Range	15
2.7	Negotiations	15
2.8	Contract Award	15
2.9	Insurance Requirements	15
2.10	Public Disclosure of Proposals	16
3 SECTION	PROPOSAL QUESTIONS	17
3.1	General	17
3.2	PART A, Section 2-5, Proposal Scoring	17
4 SECTION	SCOPE OF WORK.....	18
4.1	Implementation	18
4.2	Contractor Responsibilities	18

4.3	Project Overview	18
4.4	General Project Information	18
4.5	Methodology	19
4.6	Project Scope	19
4.7	Work Description	20
4.8	Project Assumptions	22
4.9	Roles And Team Structure	22

ENCLOSURE:

[Proposal Submittal Label](#)

DEFINITION OF WORDS AND TERMS APPLICABLE ONLY TO PART A THE RFP

Words and terms applicable to the Contract are defined in Part B

Words and terms shall be given their ordinary and usual meanings. Where used in the Contract documents, the following words and terms shall have the meanings indicated. The meanings shall be applicable to the singular, plural, masculine, feminine and neuter of the words and terms.

Addendum/Addenda:

Written additions, deletions, clarification, interpretations, modifications or corrections to the solicitation documents issued by the County during the Proposal period and prior to contract award.

Best and Final Offer:

Best and Final Offer shall consist of the Proposer's revised proposal and any supplemental information requested during the evaluation of Proposals. In the event of any conflict or inconsistency in the items submitted by the Proposer, the items submitted last govern.

Competitive Range:

The Competitive Range consists of the Proposers that have a reasonable chance of selection for contract award. The Proposal Evaluators (PE) shall conduct the initial evaluation of the proposals considering price and Evaluation Factors established in the RFP. The Buyer and Project Manager/PE together shall compare the evaluations and determine the Competitive Range. The Competitive Range may be reduced after the evaluation of additional information, Best and Final Offers and negotiations.

Criteria, Evaluation Criteria or Evaluation Factors:

The elements cited in the RFP that the County shall examine to determine the Proposers understanding of the requirements; technical, business and management approach; key personnel; qualification and experience of the Proposer; potential for successfully accomplishing the Contract; risk allocation and the probable cost to the County.

Proposal Evaluators (PE):

Team of people appointed by the County to evaluate the proposals, conduct discussions, call for Best and Final Offers, score the proposals and make recommendations.

Proposer:

Individual, association, partnership, firm, company, corporation or a combination thereof, including joint ventures, submitting a proposal to perform the Work.

RFP:

Request for Proposals. Also known as the solicitation document.

Reference Documents:

Reports, Specifications, and drawings are available to Proposers for information and reference in preparing proposals but not as part of this Contract.

1 SECTION PROPOSAL PREPARATION

1.1 Introduction

This project is intended to setup the foundation for an enterprise implementation of a web content management system (hereinafter WCMS), for the County's public web site. The phases of this project will include a limited pilot of a single agency, top-level site development, and development and migration of a number of smaller agency sites in collaboration with King County developers. Other aspects include project planning, design, system installation, configuration, deployment onto a production environment, and training. The objectives of the project are to improve the efficiency and effectiveness of web publishing on King County's public Web site, and to manage the volume of content being published to County servers.

1.2 Proposal Submission

A. Proposals shall contain all required attachments and information, be sealed and submitted to the County (hereinafter "County"), Procurement and Contract Services Section, Mailstop EXC-FI-0871, Eighth Floor, Exchange Building, 821 Second Avenue, Seattle, Washington 98104-1598 no later than 2:00 p.m. Seattle time on proposal submittal date.

B. Proposals shall only be accepted from a Contractor or a joint venture submitting a single proposal.

Note: This RFP is available on the Web at <http://www.metrokc.gov/finance/procurement> and by choosing the "RFPs, RFQs, ITBs" menu tab, then click the "New" menu tab, then click on "Goods & Services", and look for RFP 05-104KAH.

1.3 Proposal Signature

Each proposal shall include a completed Contractor Registration Form, Attachment A signed by an authorized representative of the Proposer.

1.4 Addenda

Each 'Contractor Registration Form', Attachment A, shall include acknowledgment of receipt and review of all Addenda issued during the proposal period.

At any time, if the County changes, deletes, revises, clarifies, increases, or otherwise modifies the RFP, the County shall issue a written Addendum to the RFP.

In considering which firms to notify by Addendum, the County shall consider the stage in the procurement process at which the change occurs and the magnitude of the change, as follows:

- A. If proposals are not yet due, the Addendum shall be sent to all firms that have received the RFP or acknowledged receipt of the RFP from the web site. (See Part A, Subsection 1-2 for location of Addenda on King County Web.)
- B. If the time for receipt of proposals has passed, the Addendum shall be sent only to Proposers with proposals submitted on time to the County.
- C. If the proposals have been evaluated, only those proposals determined to be within the competitive range shall receive an Addendum.
- D. The County reserves the right to extend the proposal submission period or may cancel the original RFP and may issue a new one, regardless of the stage of the procurement process. The new solicitation shall be issued to all firms originally solicited and to any firms added to the Proposers list.

1.5 Interpretation of Proposal and Contract Documents

No oral interpretations as to the meaning of the RFP shall be made to any Proposer. Requests for a written interpretation shall be made in writing and delivered, faxed or e-mailed to the Buyer at the County's Procurement Services Division at the location indicated in Part A, Subsection 1-7 at least ten (10) Days before the date established for submitting proposals.

Proposers shall not rely upon any oral statements or conversations with County employees at the preproposal conference. Any interpretation deemed necessary by the County shall be in the form of an addendum to the RFP and when issued shall be delivered as promptly as is practicable to all parties to whom the RFP has been issued. Addenda will be processed in accordance with Part A, Subsection 1-4.

1.6 Schedule

Day/Month/Year	Event
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September 1, 2005	- Public announcement of Request for Proposals
September 8, 2005	- Preproposal questions due, E-mail Part A, Subsection 1-8
September 9, 2005	- Preproposal conference (time and location) Part A, Subsection 1-8
*September 22, 2005	- Proposals due Part A, Subsection 1-2
*October 13, 2005	- Evaluation/Negotiation of Proposals begins Part A, Section 2
*October 20, 2005	- Interviews/Demonstrations with proposers

PROPOSALS NOT WITHIN THE COMPETITIVE RANGE SHALL BE ELIMINATED FROM THE SELECTION PROCESS.

*October 26, 2005 - Evaluation/negotiation complete

*November 15, 2005 - Execute Contract and issue Notice to Proceed

*NOTE: Dates preceded by an asterisk are estimated dates. Estimated dates are for information only.

1.7 Inquiries

Inquiries concerning the procurement process shall be directed to Kathleen Hilliard at e-mail address: Kathleen.hilliard@metrokc.gov or at phone number (206) 263-4274 or FAX number (206) 684-1147 or in writing to the County's Procurement & Contract Services Section, Eighth floor, Exchange Building, Mailstop EXC-FI-0871, 821 Second Avenue, Seattle, WA 98104-1598.

COMMUNICATIONS CONCERNING THIS RFP, WITH OTHER THAN THE LISTED BUYER MAY CAUSE THE PROPOSER TO BE DISQUALIFIED.

1.8 Preproposal Conference

A preproposal conference shall be held at 10:30 a.m. on September 9, 2005 at the Seattle Municipal Building, 23rd Floor, 700 5th Avenue, Seattle, WA. 98104, Olympic Conference room. All prospective Proposers are strongly encouraged to attend. The intent of the preproposal conference is to assist the Proposers to more fully understand the requirements of this RFP. Proposers are encouraged to submit questions in advance to enable the County to prepare responses; these questions should be E-mailed to the Buyer before the close of business September 8, 2005. Questions will be encouraged during the preproposal conference also.

1.9 Examination of Proposal and Contract Documents

- A. The submission of a proposal shall constitute an acknowledgment upon which the County may rely that the Proposer has thoroughly examined and is familiar with the RFP, including any work site identified in the RFP, and has reviewed and inspected all applicable statutes, regulations, ordinances and resolutions addressing or relating to the goods and services to be Provided hereunder.
- B. The failure or neglect of a Proposer to receive or examine such documents, work sites, statutes, regulations, ordinances or resolutions shall in no way relieve the Proposer from any obligations with respect to its proposal or to any Contract awarded pursuant to this RFP. No claim for additional compensation shall be allowed which is based upon a lack of knowledge or misunderstanding of this RFP, work sites, statutes, regulations, ordinances or resolutions.

1.10 Cost of Proposals

The County is not liable for any costs incurred by Proposers in the preparation, presentation, testing or negotiation of proposals submitted in response to this RFP.

1.11 Modification or Withdrawal of Proposals Prior to Proposal Due Date

At any time before the time and date set for submittal of proposals, a Proposer may request to withdraw or modify its proposal. Such a request shall be in writing signed by an authorized representative of Proposer as identified in Attachment A, Contractor Registration Form. All proposal modifications shall be made in writing, executed and submitted in the same form and manner as the original proposal.

1.12 Error and Administrative Corrections

The County shall not be responsible for any errors in proposals. Proposers shall only be allowed to alter proposals after the submittal deadline in response to requests for clarifications or Best and Final Offers by the County.

The County reserves the rights to allow corrections or amendments to be made that are due to minor administrative errors or irregularities, such as errors in typing, transposition or similar administrative errors.

1.13 Compliance with RFP Terms, Attachments and Addenda

- A. The County intends to award a Contract based on the terms, conditions, attachments and addenda contained in this RFP. Proposers shall submit proposals, which respond to the requirements of the RFP.
- B. Proposers are strongly advised to not take exceptions to the terms, conditions, attachments and addenda; exceptions may result in rejection of the proposal. Proposers shall submit proposals, which respond to the requirements of the RFP. An exception is not a response to a proposal requirement. **If an exception is taken in Part B, a 'Notice of Exception' shall be submitted with the proposal. The 'Notice of Exception' shall identify the specific point(s) and the reason for the exception.**
- C. The County reserves the right to reject any proposal for any reason including, but not limited to, the following –
 - 1. Any proposal, which is: a) incomplete, b) obscure, c) irregular or d) lacking necessary detail and specificity;

2. Any proposal that has any a) qualification, b) limitation, c) exception or d) provision attached to the proposal;
 3. Any proposal from Proposers who (in the sole judgment of the County) lack the a) qualifications or b) responsibility necessary to perform the Work;
 4. Any proposal submitted by a Proposer which is not registered or licensed as may be required by the laws of the state of Washington or local government agencies;
 5. Any proposal, from Proposers who are not approved as being compliant with the requirements for equal employment opportunity; and
 6. Any proposal for which a Proposer fails or neglects to complete and submit any qualifications information within the time specified by the County.
- D. The County may, at its sole discretion, determine that a proposal with a 'Notice of Exception' merits evaluation. A proposal with a 'Notice of Exception' not immediately rejected may be evaluated, but its competitive scoring shall be reduced to reflect the importance of the exception. Evaluation and negotiation shall only continue with the Proposer if the County determines that the proposal continues to be advantageous to the County.
- E. In consideration for the County's review and evaluation of its proposal, the Proposer waives and releases any claims against the County arising from any rejection of any or all proposals, including any claim for costs incurred by Proposers in the preparation and presentation of proposals submitted in response to this RFP.
- F. Proposals shall address all requirements identified in this RFP. In addition, the County may consider proposal alternatives submitted by Proposers that Provide cost savings or enhancements beyond the RFP requirements. Proposal alternatives may be considered if deemed to be in the County's best interests. Proposal alternatives shall be clearly identified.

1.14 Proposal Content Requirements

- A. The proposal shall contain the following items and follow the exact sequence outlined below:
1. Optional – Executive Summary or Overview of Proposal – two pages maximum.
 2. Proposals shall respond to the RFP questions listed in **Exhibit A**. Responses shall be submitted on **Exhibit "B"**. Exhibit "B" will be formatted in Word.
 3. Software License Agreement(s)
 4. Attachments:
Cover
Attachment A - **Contractor Registration Form**
http://www.metrokc.gov/finance/procurement/documents/U_015_Registration_Form.doc
Exhibit B - Price Proposal
- Brochures, booklets or other sales material may be attached to the Proposals (optional).
- B. Submit seven (7) copies of the proposal and attachments. One original [marked ORIGINAL] shall be unbound to facilitate reproduction. In addition, Proposers shall submit with their proposal a CD or DVD of the proposal. Proposers shall submit their proposal using the enclosed label.

1.15 Forms Required before Contract Signing

- A. The following completed forms shall be completed, signed and submitted with the proposal. They are available at www.metrokc.gov/finance/procurement/forms.asp

Attachment C - Equal Benefit Worksheet and Declaration Form

http://www.metrokc.gov/finance/procurement/documents/U_042_EB_Worksheet_Declaration.doc

Attachment D - Personnel Inventory Report

http://www.metrokc.gov/finance/procurement/documents/IBIS_Attachments/ATTACHMENTD_Personnel_Inventory.doc

Attachment E - Affidavit and Certificate of Compliance Regarding Equal Employment Opportunity.

http://www.metrokc.gov/finance/procurement/documents/IBIS_Attachments/ATTACHMENTE_CertificateOfCompliance.doc

Attachment M - Consultant Disclosure Form

http://www.metrokc.gov/finance/procurement/documents/U_019_Consultant_Disclosure_Form.doc

Attachment N - 504/ADA Assurance of Compliance

http://www.metrokc.gov/finance/procurement/documents/U_027_504_ADA_Compliance.doc

Insurance and Endorsement Form – Shall be submitted at the time of award.

1.16 Collusion

If the County determines that collusion has occurred among Proposers, none of the proposals from the participants in such collusion shall be considered. The County's determination shall be final.

1.17 Proposal Price and Effective Date

- A. The proposal price shall include everything necessary for the prosecution and completion of Work under the Contract including but not limited to furnishing all materials, equipment, supplies, tools, plant and other facilities and all management, supervision, labor and service, except as may be Provided otherwise in this RFP. Proposed Prices shall include all freight charges, FOB to the designated delivery point. Washington State sales/use taxes and Federal excise taxes shall not be included in the proposal price. The County shall pay any Washington State sales/use taxes applicable to the Contract price or tender an appropriate amount to the Contractor for payment to Washington State. The County is exempt from Federal excise taxes. All other government taxes, duties, fees, royalties, assessments and charges shall be included in the Proposal price.
- B. In the event of a discrepancy between the unit price and the extended amount for a proposal item, the County reserves the right to clarify the Proposal.
- C. The proposal shall remain in effect for 180 Days after the proposal due date.

1.18 Procedure When Only One Proposal Is Received

If the County receives a single responsive, responsible and advantageous proposal, the County shall have the right, in its sole discretion, to extend the proposal due date to conduct any or all of the following with the Proposer: price analysis, clarifications, discussions or negotiations. The Proposer shall promptly provide all pricing data, documentation and explanation requested by the County to assist in such analysis. By conducting such analysis, the County shall not be obligated to accept the single proposal; the County reserves the right to reject such proposal or any portion thereof.

1.19 **Protest Procedures**

- A. **Form of Protest:** In order to be considered, a protest shall be in writing, addressed to the Manager of the King County Procurement and Contract Services Section of the Department of Executive Services, and include:
1. The name, address, and phone number of the Proposer protesting, or the authorized representative of the Proposer;
 2. The proposal RFP Number and title under which the protest is submitted;
 3. A detailed description of the specific grounds for protest and any supporting documentation. It is the responsibility of the protesting Proposer to supplement its protest with any subsequently discovered documents prior to the Manager's decision; and
 4. The specific ruling or relief requested.
- B. **Who May Protest:**
1. Protests prior to proposal due date based on Scope of Work or other terms in the RFP document -- any prospective Proposer.
 2. Protests following Proposal due date -- any Proposer submitting a proposal on time.
- C. **Time to Protest.** Protests based on Scope of Work or other terms in the RFP document shall be received by the County no later than ten (10) Days prior to the date established for submittal of proposals. The County shall receive protests based on other circumstances within five (5) Days after the protesting Proposer knows or should have known of the facts and circumstances upon which the protest is based. In no event shall a protest be considered if all proposals are rejected or after award of the Contract.
- D. **Determination of Protest.** Upon receipt of a timely written protest, the Procurement Manager shall investigate the protest and shall respond in writing to the protest prior to the award of Contract. Except as provided below, the decision of the Procurement Manager shall be final.
- E. **Reconsideration of Manager's Decision.** A financially interested Proposer or Contractor may request that a Manager's adverse decision be reviewed by the Director of the King County Finance and Business Operations Division ("Director") on a reconsideration basis only. The only justifications for reconsideration are (1) new data, relevant to the underlying grounds for protest and unavailable at the time of the protest to the Manager; or (2) the Manager made an error of law or regulation. The following procedures shall be followed for a reconsideration of the Manager's decision:
1. **Form of Request for Reconsideration.** In order to be considered, a Request for Reconsideration shall be filed with the Director in writing and include:
 - a. Name, address, and telephone number of the Person protesting or their authorized representative;
 - b. A copy of the written decision of the Manager; and
 - c. Justification for a reconsideration by the Director, including all pertinent facts and law on which the Proposer is relying.
 2. **Time for filing Request for Reconsideration.** The financially interested Proposer shall file the Request for Reconsideration no later than five calendar Days of receiving the Procurement Manager's decision.
 3. **Review of Manager's Decision.** Upon receipt of a Request for Reconsideration, The Director or his/her designee shall review (1) the information submitted to and reviewed by the Manager and (2) the decision of the Manager, and shall thereafter issue a final

determination regarding the Request for Reconsideration. No other information shall be reviewed unless the basis for the request for reconsideration is new data.

- F. Failure To Comply: Failure to comply with the procedures set forth herein may render a protest untimely or inadequate and may result in rejection thereof by the County.

1.20 Supported Employment Program

The County encourages the creation of supported employment programs for developmentally and/or severely disabled individuals. The County itself has such a program and is actively seeking to do business with those Contractors and Consultants that share this employment approach. If your firm has such a program, or intends to develop such a program during the life of this Contract, please submit Documentation supporting this claim with your proposal. If you have questions, or need additional information, please contact the Community and Human Services Division, Developmental Disabilities Division, 206-296-5268.

1.21 Compliance With Section 504 Of The Rehabilitation Act Of 1973

For all contracts providing consulting, maintenance, training or other services, the Proposer shall complete a Disability Self-Evaluation Questionnaire, Attachment N. The 504/ADA Disability Assurance of Compliance will cover all programs and services offered (including any services not subject to this Contract) for compliance with Section 504 of the Rehabilitation Act of 1973, as amended ("504"), and the Americans with Disabilities Act of 1990 ("ADA"). The Proposer shall complete a 504/ADA Disability Assurance of Compliance within ten (10) Days after receiving written notice of selection. The Proposer shall retain a copy of the completed 504/ADA and submit to the Buyer the original final two (2) signed pages titled "504/ADA Disability Assurance of Compliance", which will be attached to the Contract.

2 SECTION PROPOSAL EVALUATION AND CONTRACT AWARD

2.1 General

Proposals shall be evaluated and ranked by the Proposal Evaluators (PEs) on the basis of the criteria established in this RFP. The PEs shall evaluate the proposals submitted in response to the RFP, conduct fact finding, discussions/negotiations, request Best and Final Offers and determine which proposal is the most advantageous to the County for Contract award. The PE's recommendation is subject to review and approval.

2.2 Proposal Evaluation

- A. The PEs shall evaluate each proposal using the criteria set forth in this RFP. If deemed necessary by the PEs, written and/or oral discussions, site visits or any other type of clarification of proposal information may be conducted with those Proposers whose proposals are found to be potentially acceptable. Identified deficiencies, technical requirements, terms and conditions of the RFP, costs or prices, and suspected mistakes may be included among the items for discussion. The discussions are intended to give Proposers a reasonable opportunity to resolve deficiencies, uncertainties and suspected mistakes as requested by the PEs and to make the cost, pricing or technical revisions required by the resulting changes. In addition, the County may request additional business and administrative information.
- B. The PEs may find that a Proposer appears fully qualified to perform the Contract or it may require additional information or actions from a Proposer. In the event the PE determines that the proposal is not within the Competitive Range the PE shall eliminate the proposal from further consideration.
- C. Upon completion of discussions, the PE may issue to all remaining potentially acceptable Proposers a request for Best and Final Offers. The request shall include notice that discussions are concluded, an invitation to submit a revised proposal with a Best and Final Offer, and a new submittal date and time.
- D. The County reserves the right to make a Contract award without written and/or oral discussions with the Proposers and without an opportunity to submit Best and Final Offers when deemed to be in the County's best interests.

2.3 Evaluation of Responsiveness and Responsibility

Part of the evaluation process involves a determination of responsiveness and responsibility. The County may request that the Proposer Provide additional information, explanation and Documentation to be used in the determination. The requests for information can occur at any point in the evaluation process. The additional information shall normally be in the following subject areas:

A. Responsiveness

The County shall consider all the material submitted by the Proposer to determine whether the Proposer's offering is in compliance with the terms and conditions set forth in this RFP.

B. Responsibility

- 1. The County shall consider all the material submitted by the Proposer, and other evidence it may obtain otherwise, to determine whether the Proposer is capable of and has a history of successfully completing contracts of this type. This may include requiring the Proposer to Provide references from customers who have been Provided the same or equivalent Goods or Services. References shall include the names and addresses of the parties to whom

such goods or Services were Provided and the name and phone number of contact Persons with such parties.

2. The following elements shall be given consideration by the County in determining whether a Proposer is responsible:
 - a. The ability, capacity and skill of the Proposer to perform the Contract or Provide the service required;
 - b. The character, integrity, reputation, judgment and efficiency of the Proposer;
 - c. Whether the Proposer has the financial resources and experience to perform the Contract properly and within the times specified;
 - d. The quality and timeliness of performance by the Proposer on previous contracts with the County and with other third parties, including, but, not limited to, the relative costs, burdens, time and effort necessarily expended by the County and such governments and agencies in securing satisfactory performance and resolving claims;
 - e. The previous and existing compliance by the Proposer with laws relating to public contracts or Services, including, but not limited to, Disadvantaged Business Enterprise (DBE) and equal employment opportunity requirements;
 - f. The history of the Proposer in filing claims and litigation on prior projects involving the County or third parties; and
 - g. Such other information having a bearing on the decision to award the Contract.

3. Financial Resources

Submit proof of adequate financial resources which would be available to the Proposer for the prosecution and completion of the Work as required. Refusal to provide such information when requested shall cause the proposal to be rejected.

When requested, the required financial information shall include:

- a. Audited financial statements such as balance sheets, statements of income, statements of cash flow and stockholders' equity for each of the three most recently completed fiscal years, including notes to financial statements, independent accountants' reports and annual reports to stockholders;
- b. Documentation of an open line of credit or other arrangement with an established bank under which adequate financing would be available for prosecution and completion of the Work called for hereunder;
- c. Certification by the principal financial officer of or an independent accountant for the Proposer, stating that the Proposer has adequate financial resources for the prosecution and completion of the Work called for hereunder; and
- d. The names, addresses and telephone numbers of at least one contact in the company's principal financial or banking organization and its independent auditor.
- e. Acceptable evidence of its ability to perform, such as firm commitments by Subcontractors, equipment, supplies and facilities, and the Proposer's ability to obtain the necessary personnel.

2.4 Evaluation Criteria

- A. The PE shall score each proposal on the completeness and adequacy of the Proposer's responses and on additional available relevant information. The criteria, listed in PART A,

Subsection 2.5 below are weighted in accordance with the points available in their category and are the basis for evaluation of proposals.

- B. Although all elements of a proposal are important, certain aspects of the proposal may be more heavily considered than others. The County is not required to select the proposal with the lowest cost. The County shall select the proposal(s) that, in the County's sole discretion, is/are the most advantageous to the County, all factors considered.
- C. The evaluation of proposals may also include criteria addressed elsewhere in the RFP.

2.5 Proposal Scoring

Each proposal has a total possible score of 100 points. Requirements can be found in Section 5.

Listed in the below table are the weights assigned for Technical, Management, and Pricing Requirements.

Evaluation Criteria		
Proposal Questions	Evaluation Criteria	Points
Technical Requirements Refer to <u>Exhibit "A"</u>	<ul style="list-style-type: none"> • 1. Content Creation (14%) • 2. Content Management (15%) • 3. Publishing (8%) • 4. Presentation (5%) • 5. Documentation & Administration (8%) 	50
Management Requirements Refer to <u>Exhibit "A"</u>	<ul style="list-style-type: none"> • 6.1 References <ul style="list-style-type: none"> Demonstrates real application of system Fulfills similar requirements Successful implementation Provides confidence • 6.2 Contract staff and resources <ul style="list-style-type: none"> Availability of experienced, professional staff that will be dedicated to the project • 6.3 Change management <ul style="list-style-type: none"> Reduce user resistance, promotes system success • 6.4 Project management <ul style="list-style-type: none"> Demonstrates the level of professionalism in the area of project management • 6.5 Contractor information <ul style="list-style-type: none"> Demonstrates company stability and scope 	25
Pricing and Resource Information Refer to <u>Exhibit "A"</u>	<ul style="list-style-type: none"> • 7.1 IT Resources required • 7.2 Third-party software required • 7.3 Skills required • 7.4 Cost 	25
	Total	100
	Customized Demonstration Finalists shall attend an interview/demonstration session.	

	<p>The Contractor shall answer questions and demonstrate how its system meets the functional requirements in the RFP. The County prefers that the proposed project team members be available for this interview. The County also prefers a “customized” demonstration using the style and design of the site located at the following URL::</p> <p>http://www.metrokc.gov/oirm/</p> <p>The finalists are encouraged to incorporate some content in the news, services and features sections of the web site located at the following URL:</p> <p>http://www.metrokc.gov/lars/animal/</p> <p>The demonstration shall cover several areas including the ability to drill down five levels of navigation, workflow, design, link management and user experience from publishing and public perspectives. The results of interview/demonstration will be taken into account when scoring the overall requirements.</p>	
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2.6 **Competitive Range**

The evaluation of Proposers’ proposals and additional information may result in successive reductions of the number of proposals that remain in the Competitive Range. If applicable to the procurement, the firms remaining in the Competitive Range may be invited to continue in the proposal evaluation process, and negotiations.

2.7 **Negotiations**

The County may enter negotiations with one or more Proposers to finalize Contract terms and conditions. Negotiation of a Contract shall be in conformance with applicable federal, state and local laws, regulations and procedures. The objective of the negotiations shall be to reach agreement on all provisions of the proposed Contract. In the event negotiations are not successful, the County may reject proposals.

2.8 **Contract Award**

Contract award, if any, shall be made by the County to the responsible Proposer whose proposal best meets the requirements of the RFP, and is most advantageous to the County, taking into consideration price and the other established evaluation factors. The County is not required to award a Contract to the Proposer offering the lowest price. The County shall have no obligations until a Contract is signed between the Proposer and the County. The County reserves the right to award one or more contracts as it determines to be in its best interest.

2.9 **Insurance Requirements**

The Proposer to whom the County awards a Contract pursuant to this RFP shall file with the County evidence of insurance from insurer(s) satisfactory to the County certifying to the coverages of insurance set forth in this RFP. Such evidence of insurance shall be submitted within ten (10) Days of receipt of a written request from the County. **Refer to Part B Section 3 Insurance Requirements for further information.**

Failure by the Proposer to submit satisfactory evidence of insurance shall result in rejection of the proposal.

2.10 Public Disclosure of Proposals

This procurement is subject to the Washington Public Disclosure Act, RCW 42.17.250 *et seq.* Proposals submitted under this RFP shall be considered public documents unless the documents are exempt under the public disclosure laws. After the selection process has been concluded and a contract has been signed by both parties proposals shall be available for inspection and copying by the public

If a Proposer considers any portion of its proposal to be protected under the law, the Proposer shall clearly identify each such portion with words such as "CONFIDENTIAL," "PROPRIETARY" or "BUSINESS SECRET." If the County determines that the material is not exempt from public disclosure law, the County shall notify the Proposer of the request and allow the Proposer fifteen (15) Days to take whatever action it deems necessary to protect its interests. If the Proposer does not take such action within said period, the County shall release the portions of the proposal deemed subject to disclosure. By submitting a proposal, the Proposer assents to the procedure outlined in this subsection and shall have no claim against the County on account of actions taken under such procedure.

3 SECTION PROPOSAL QUESTIONS

3.1 General

- A. Refer to Exhibit "A" for "Technical, Management, Price and Resource proposal questions. This Section contains the proposal questions to be addressed by Proposers. Proposals shall address the questions in the order presented using Exhibit "B". Proposals need to be specific, detailed and straight forward using clear, concise, easily understood language.
- B. Proposers answering the proposal questions shall examine the entire Request for Proposal document including the instructions, terms and conditions, Scope of Work and applicable standards and regulations. Failure to do so shall be at the Proposers risk.

3.2 PART A, Section 2-5, Proposal Scoring

- A. Proposal Scoring sets forth the weighted maximum scoring points system that will be used for evaluating the proposals. Along with other proposal contents indicated in PART A, Section 1-17 A, the Proposer's responses to Exhibit "A" are intended to provide the PEs with the information needed to judge the worthiness of each proposal. The Proposal Evaluators will assign points to each proposal section based on the guidelines of Part "A", Section 2 and the information provided in this Request for Proposal Compliance with Technical Specifications
- B. It is important that each Proposer pay careful attention to Section 4 (with Addenda updates). Section 4 outlines the basic system to be supplied by the Contractor. Your Proposal should be complete and respond to all aspects of this RFP. Any exceptions shall be explained on separate sheet attached to your Proposal, referencing the RFP section and subsection and paragraph.

4 SECTION SCOPE OF WORK

4.1 **Implementation**

The Contractor shall be responsible for implementation of the Work described in the Scope of Work. The County shall Accept the Work Product for roll out only after a successful user Acceptance test(s) is performed.

4.2 **Contractor Responsibilities**

The Contractor shall be responsible for performing the Work described in the Scope of Work. Each written deliverable shall require an acceptable preliminary draft to precede Acceptance of deliverable and work completion.

4.3 **Project Overview**

This project is intended to setup the foundation for an enterprise implementation of a web content management system for the Internet web site. The phases of this project will include a limited pilot, top-level site development, and development and migration of a number of smaller agency sites in collaboration with King County developers. Other aspects include project planning, design, system installation, configuration, deployment onto a production environment, and training. The objectives of the project are to improve the efficiency and effectiveness of web publishing on King County's public Web site, and to manage the volume of content being published to County servers.

Long term project goals include:

- A. Reduce costs and resources needed to produce and maintain agency Web sites
- B. Provide better enforcement of public information policies
- C. Improve accuracy and timeliness of information
- D. Improve user experience
- E. Decrease time to publish when adding, updating and removing web content

4.4 **General Project Information**

General project information is contained below.

Description	Value
Project Name	King County Web Content Management
Project Location	Seattle, WA
Estimated Implementation Start Date	11/01/05
Estimated Completion Date	03/15/05
WCMS Project Manager	Shannon Layden
Product or Customer Manager	Ken Dutcher
Project Size	Medium Large

4.5 Methodology

The project implementation method will comply with the County technology implementation methodology. Existing standards shall be used where applicable and appropriate as well as existing infrastructure and server environments.

A. Project Status Reports

Contractor shall provide the Web Content Management Systems (herein after WCMS) Project Manager with weekly status reports during pilot development (See "Work Description" for pilot description). This report shall include any updates to the schedule; tasks accomplished during the previous week; interim deliverables for review; planned tasks that were not accomplished; and tasks to be accomplished the next week.

After the pilot is accepted and the initial implementation development begins, the WCMS project team will be working closely with the Contractor and a weekly combined project report shall be developed by Contractor and WCMS Project Manager for delivery to the WCMS Steering Committee.

B. Project Controls

Contractor shall assist the WCMS Project Manager in identifying and mitigating project risks and issues. These items shall be maintained on an ongoing basis and reported during the weekly project status meeting.

C. Project Status Meeting

Contractor shall meet on a weekly basis to review the status report with the WCMS Project Manager and other key project sponsors to address any issues or risks and provide visibility to the progress of the development effort.

4.6 Project Scope

A. Areas within Scope

1. Contractor shall work with the WCMS Project Manager to validate the existing functional requirements and project schedule.
2. Contractor shall work with the County resources allocated to setup and test the production environments in which the WCMS solution shall be deployed.
3. Contractor, working along with the County staff, shall be responsible for the installation, configuration, initial site development & implementation, testing/QA, and deployment of a WCMS solution in the production environment. This effort shall be based on the requirements as outlined in the existing WCMS technical requirements and related documentation.
4. Contractor shall work closely with WCMS resources that are allocated to the project to ensure complete knowledge transfer of the solution implementation that Contractor was directly involved in implementing. This shall be delivered through hands-on project involvement in the installation, development, configuration, design, and project development.
5. In preparation for transitioning the system to full King County management, Contractor shall produce transitional documentation at the close of the construction phase that shall include:
 - a. Hardware configuration for Development, Staging and Production servers.
 - b. Operating system configuration for development, staging and production environments.
 - c. Software configuration for the Development, Staging and Production servers.

- d. Implementation details for the solution to a production environment.
 - e. Procedure for maintaining the system.
 - f. All project source files (scripts, templates, html, PSD image files, etc.), configuration details and settings.
 - g. Solution Administration Guide detailing how to maintain health and stability of the solution.
 - h. Revisions (if any) to the original designs that occurred through the course of the construction (an as-is view of the final implementation).
- B. Areas Out of Scope
- 1. Additional features or functionality not outlined in the Functional specification without written change request and the opportunity to evaluate impact to schedule and cost of implementing such items.

4.7 Work Description

A. PROJECT PROCESS

Below are the major milestones and development areas of the WCMS project. Milestones described below are not in chronological order, but represent distinct bodies of work with deliverables.

Any change in scope or requirements will require a change order that provides the new Scope of Work, cost and schedule estimates.

Payment will be made at the completion of each major milestone defined below but only after the Project Sponsor, WCMS Project Director and WCMS Project Manager agree that the desired deliverable has been successfully completed.

The project is targeted for completion within three months of kickoff. The Contractor shall provide a tentative schedule with the proposal. The timeline can show milestone overlap and dependencies. A comprehensive project schedule shall be submitted upon contract agreement. Contractor will be responsible for the installation, configuration, development/customization, testing, deployment and documentation of the solutions. Contractor will provide skilled and knowledgeable resources with the appropriate skills to build the solution environment required to complete the WCMS implementation.

B. Key Milestones and Deliverables

The Contractor shall develop the following key deliverables; however, other interim deliverables may be created during the process.

- 1. Milestone I: WCMS Initial Pilot
 - a. To mitigate risk, the Contractor shall demonstrate its ability to meet expectations with an initial implementation of a limited scope and budget. The continuation of the project shall be contingent on the success of this pilot in demonstrating the following:
 - (1.) The system works within the King County's technical environment;
 - (2.) The system can fulfill functional requirements;
 - (3.) The Contractor works efficiently and provides high-quality, professional-level deliverables within budget and on time.

b. Pilot site

The Pilot site shall consist of the following deliverables:

- (1.) A single agency site containing roughly 75 html pages.
- (2.) Design of page templates (prototyping, look & feel, coding)
- (3.) Development and implementation of workflow process for two content developers, and two content publishers.
- (4.) The following site features:
 - (a.) News release publishing with timed publishing, news index, linking, and archiving.
 - (b.) Agency site top page with five most recent news items, top services, features and other content.
 - (c.) Services section containing agency service information.
 - (d.) Other information pages for projects, programs, contact, and organization information.
 - (e.) Demonstration of n-level hierarchy (over five levels) and seamless navigation from homepage index.

Content, design direction, metadata requirements, and information architecture requirements will be provided by King County WCMS project team.

C. Milestone II: Top level pages (up to 100 pages)

Top level pages include the County's home page, navigational portal pages (up to 15 different pages), news index (1 page), and news archive for 2005 (1 page index, and recent news articles), comments feedback form (form and output retrieval). The WCMS implementation shall include a redesign of these templates. The redesign will require prototyping and approval from a number of stakeholders. The Contractor shall provide high-quality, professionally designed prototypes that can be converted into WCMS templates. The configuration of these pages shall also include permission and workflow assignments.

D. Milestone III: Agency sites (up to 15 sites of no more than 800 pages)

A number of smaller agencies (up to 15) have prepared their websites to be migrated a WCMS. They have a clear hierarchy and have updated content. Converting these sites into a WCMS will be the last phase of development. It shall include configuring users, workflow, implementing a number of common templates (home pages, news, links, about, service description, etc.).

E. Milestone: IV: System installation and configuration

The Contractor shall assist the County in installing and configuring the system on development, staging and production environments meeting County requirements for security, scalability and stability (see Functional Requirement Document).

F. Milestone: V: System testing

The Contractor shall administer QA/Testing and document results to ensure that all system components work properly and future scaling requirements can be met.

G. Milestone: VI: Production deployment

The initial deployment shall consist of configuring the system and server architecture and deployment of system and content to the production servers.

H. Milestone: VII: Documentation

The contractor shall provide King County with documentation necessary to effectively fulfill all of the system roles (server engineering, system administrator, site administrators, content contributors, content reviewers, editors, etc.). System documentation shall contain all information specified in King County's system documentation guidelines (see Provided Templates), including a maintenance plan, and process for updating the system. The contractor shall also provide documentation outlining an efficient process for migrating existing static HTML content to the WCMS system.

I. Milestone: VIII: Training

The Contractor shall train the WCMS project team to enable the WCMS project team to train others to fulfill WCMS roles. The Contractor shall also assist King County in developing a long term training strategy based on available material and role requirements.

4.8 Project Assumptions

A. Functional specifications for the WCMS initial sites shall be provided. The following assumptions shall be made by both the Contractor and the WCMS project team for the duration of the project:

1. There shall be a back up and storage plan for all project documents, data, content, site ingredients (images, templates, and architecture) and configuration specifics providing no greater than 24 hours of potential loss.
2. Server consistency from development to staging to production (software hardware firmware / Bios updates / driver levels of all systems).
3. The County will provide work area spaces with desks, chairs, etc.
4. Connections that enable access to the Internet and e-mail for onsite Contractor team members.
5. Success criteria for the deliverables of each phase are already established but must be reviewed by the Contractor with the WCMS project in advance of starting each major phase, and deliverable review and sign-off processes must be put in place to facilitate conclusion of each development phase/milestone.
6. The County WCMS project team shall have access to the proper project decision makers.
7. An escalation path is in place for remediation of technical and project organizational issues.
8. There shall be no time delay between phases, unless mutually agreed upon.
9. The standard work day for the project shall be between 8:30 AM and 5:00 PM, Monday through Friday, except for scheduled holidays.
10. Card-key or other building access will be provided to the Contractor's team members and shall be returned to appropriate County staff upon completion of the project.

4.9 Roles And Team Structure

To properly address the resource requirements and for the purposes of meeting delivery target dates communicated by the WCMS Project Manager it is imperative that a highly skilled and efficient team structure be established for the project. The following roles have been identified.

King County WCMS Project Manager – The Project Manager will have oversight over the entire project effort. In this capacity, the County Project Manager will work to ensure the County's interests are met and that the right internal resources and plans are put in place for a successful implementation.

The Project Manager will report directly to the WCMS project steering committee and stakeholders to ensure project controls and project progress in meeting the goals and objectives of the project.

King County WCMS developer – A King County developer will provide support in the initial implementation including organizing and inputting content.

King County content experts – King County content experts will be involved in supporting the content organization and development for the initial implementations including workflow and metadata requirements.

King County server engineer – A King County server engineer will be responsible for assisting the Contractor with installing and configuring a server within the King County technical environment.

Contractor project manager – The Contractor Project Manager will be responsible for ensuring that the Contractor System team is actively progressing toward project objectives and is accountable for the completion of tasks assigned to the Contractor team. The Contractor Project Manager will meet regularly with the project management, prepare the Contractor project status reports, and attend the weekly status meetings.


Contractor system expert(s) – The Contractor lead system expert(s) ensures that all activities associated with the system comply with the solution requirements and follow the correct standards and best-practices for implementation. This role will report directly to the Contractor Project Manager on the team's construction progress, identify any technical issues or constraints, and work with the project team to complete the implementation and present technical solutions to issues that may be identified over the course of the construction phase.

Contractor User Interface Engineer(s) – The Contractor User Interface Engineer(s) ensures that all activities associated to the user interface comply with the solution design and follow the correct standards and best-practices for implementation, including usability, accessibility and King County template standards. This role will report directly to the Contractor Project Manager on the team's progress, identify any technical issues or constraints, and work with the project team to complete the implementation and present technical solutions to issues that may be identified over the course of the construction phase.

Contractor Information Architect(s) – The implementation of the CMS system may require information architecture support from the Contractor. The information architect will provide direction in site information organization and metadata usage. Much of the information architecture for King County's web site has been developed by County information architects or can be developed using King County resources; however, an information architect familiar with the CMS may provide additional benefit and efficiencies.

PROPOSAL LABEL

Complete the form below (or reasonable facsimile) and affix to the exterior lower left hand corner of the submission envelope(s), box(es), etc.

U R G E N T – SEALED PROPOSAL ENCLOSED Do Not Delay – Deliver Immediately	
U R G E N T	<div> King County</div> <div>King County Procurement & Contract Services Section Exchange Building, 8th Floor 821 2nd Ave., EXC-FI-0862 Seattle, WA 98104-1598</div>
	Proposal Number: 05-104KAH
	Proposal Title: Web Content Management
	Opening Date: September 13, 2005 - 2:00 P.M.
	Firm Name:
U R G E N T	